

## Message Text

UNCLASSIFIED

PAGE 01 BANGKO 24348 231502Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----085479 240024Z /23  
R 231313Z AUG 78  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 0000

UNCLAS BANGKOK 24348

E.O.11652: N/A  
TAGS: BEXP, TH  
SUBJ: WTDR/FTI: ASIA BOOKS CO., LTD.

REF USDOC 13283

1. THAILAND

OFFICE USE: 2. 549 3. 0160100 4. 01

5. ASIA BOOKS CO., LTD.

6. P.O.BOX 2776, 221 SUKHUMVIT ROAD

7. BANGKOK

8. CONTACT: MR. VINAI SUTTHAROJ

9. TITLE: MANAGING DIRECTOR  
OTHER OFFICIALS ARE: MISS SOMPORN SUTTHAROJ, ASST.  
MANAGING DIRECTOR AND MR. CHANCHAI HUTCHAWINYU,  
SALES MANAGER.

10. PHONE: 2520054 11. TELEX: TH 2189 (ASIABOOK)

12. CABLE: ASIABOOKS  
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13. ESTBL: 1969 14. EMPL: 35 15. SIZE: MEDIUM

16. REPUTATION: Y-GOOD 17. RPT DATE: 08/78

OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA

23A. 59420 BOOK STORES

23B. 27810/135 IMP.RTR.DIST. OF RECORDS

23C. 36520/135 IMP.RTR.DIST. OF GREETING CARDS

24. FOREIGN SALES: NA

25. FINANCIAL REF: BANGKOK BANK LTD., BANGKAPI BRANCH,  
BANGKOK, THAILAND.

26. TRADE REFS: FEFFER AND SIMONS, INC., 100 PARK AVE.,  
NEW YORK, N.Y.10017; MCGRAW-HILL INT'L, 1221 AVENUE OF  
THE AMERICA, NEW YORK, N.Y.10020; HARPER AND ROW  
PUBLISHERS, INC., SCRANTON, PA.18512; PRENTICE-HALL  
INT'L, ENGLEWOOD CLIFFS, N.J.07632.

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF GIBSON  
GREETING CARDS INC., OHIO FOR CARDS; PARAMOUNT LINE  
INC., RHODE ISLAND FOR CARDS; HAMLYN GROUP, ENGLAND FOR  
CARDS; THAMES AND HUDSON LTD., ENGLAND FOR BOOKS;  
A AND C BLACK LTD., ENGLAND FOR BOOKS; DEAN AND SON LTD.,  
ENGLAND FOR BOOKS; PAN BOOKS LTD., ENGLAND FOR BOOKS.

28. POST EVALUATION: ASIA BOOKS WAS INCORPORATED IN  
1969 WITH AN AUTHORIZED CAPITAL OF DOLS 25,000 AS A  
JOINT VENTURE BETWEEN THE THAI OWNER OF ASIA BOOKS CO.  
LTD. IN BANGKOK AND A HONG KONG CHINESE OWNER OF BOOKS  
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FOR ASIA CO. LTD. IN HONG KONG. FIRM IMPORTS RECORDS  
AND GREETING CARDS FOR LOCAL DISTRIBUTION. FIFTY  
PERCENT OF ITS IMPORTS ARE FROM U.K. WITH THE REMAINDER  
FROM THE U.S. (30 PERCENT), JAPAN (10 PERCENT) AND  
OTHER COUNTRIES. IT LEASES A 2-STORY BUILDING OF 450  
SQ.METERS INCLUDING AN OFFICE AND A DISPLAY ROOM OF 300  
SQ.METERS, LOCATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS.  
IT EMPLOYS 35 PEOPLE INCLUDING 7 SALESMEN. FIRM'S SALES  
VOLUME IN 1977 WAS REPORTED TO BE DOLS 600,000  
REPRESENTING AN INCREASE OF 50 PERCENT OVER THE FIGURE  
REPORTED TO THE EMBASSY IN 1976. IT IS A MEMBER OF THE  
BOOKS IMPORTERS ASSOCIATION OF THAILAND AND PUBLISHERS  
AND BOOKSELLERS ASSOCIATION OF THAILAND. FIRM IS  
AFFILIATED WITH THE THAI ARTS AND CRAFTS LTD. PART. AND  
BOOKS FOR ASIA (THAILAND) LTD. LOCAL BANK REPORTS THAT  
SUBJECT FIRM HAS SINCE 1969 MAINTAINED A CURRENT ACCOUNT  
AND THAT OVERDRAFT FACILITIES OF UP TO LOW SIX FIGURES  
HAVE BEEN EXTENDED TO THE BANK'S SATISFACTION. IT IS  
CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: MATTHEW P. WARD.  
ABRAMOWITZ

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 23 aug 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978BANGKO24348  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780345-0963  
**Format:** TEL  
**From:** BANGKOK  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780830/aaaaayrh.tel  
**Line Count:** 116  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** d423a45c-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1640474  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WTDR/FTI: ASIA BOOKS CO., LTD.  
**TAGS:** BEXP, TH  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/d423a45c-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014